

ABSTRACT OF THE DISCLOSURE

AQUEOUS INKJET INK COMPOSITION

5 An aqueous inkjet ink composition suitable for printing on a
hydrophobic surface such as a vinyl surface including an aqueous
emulsion polymer having a glass transition temperature (T_g) of from
−40 °C to 150 °C; a pigment; and a water-soluble surface agent is
provided. Also provided is a method for providing an image on a
10 hydrophobic surface and the image so provided.